

Twice-a-Month

MACLEAN'S

⁶⁶CANAD⁹⁹ JAZINE⁹⁹

March
1st

15¢



Soap from Trees!

The only oils in Palmolive Soap are the priceless beauty oils from these three trees—and no other fats whatsoever

That is why Palmolive Soap is the natural color that it is—for palm and olive oils, *nothing else*, give Palmolive its green color

NOTHING is hidden, for there is nothing to hide. No ordinary soap can deliver on "super lathering," no "super sudsing." Palmolive's only secret is in its blending.

And that secret blend is judged one of the world's prettiest beauty secrets. The beautiful, natural complexion you see everywhere today prove Palmolive's claim.

Wash, lather, cleanse with any soap you choose—but when beauty is at stake, use a soap made to protect it.

60 years study to create women-keeping "That School Girl Complexion" makes Palmolive safe to use.



EUROPEAN OLEA



CHARTERED PALM TREE

Palmolive Soap is manufactured by the most modern soap makers in the world—so it's never sold unperfected.

Made in Canada



What Do You Ask of a Truck?

THERE is a certain amount of service at a certain cost per ton-mile that you expect your truck to deliver to be a profitable investment. Think of this service before you buy if you expect to get it after.

If there is going to be a difference between the service delivered in comparison at the time you buy your truck and the service delivered by the truck upon the road, your cost sheets are going to show it. And you can depend upon this—you will get no more

from your truck upon the road than was built into it at the factory. So to make sure you know your truck, make sure you know who made it.

For twenty years International Trucks have been delivering the service expected of them in every line of business, because that service was built into them by the maker. They have been living up to a world-reputation earned by other products of the Harvester Company for almost a century.

International Heavy Duty Trucks are built in chassis ranging from 2,000 to 10,000 pounds maximum capacity. The Heavy Truck is for loads up to 10,000 pounds. Model numbers are supplied for every requirement.

INTERNATIONAL HARVESTER COMPANY
OF CANADA
WINNIPEG, CANADA

INTERNATIONAL HARVESTER TRUCKS COMPANY

FOR LOW-COST HAULING

In face of handicaps, Canadian Pacific freight rates are lowest on the continent

ONE of the expensive factors in operating a railway in Canada is that the big movement of grain and livestock is practically confined to four months, from September to December inclusive.

The Canadian Pacific must be prepared to take care of this traffic when it is ready to be moved. It must keep on hand literally thousands of freight cars and hundreds of locomotives, many of which lie idle for eight months in the year.

Not only does this equipment lie idle waiting for the big rush, but most of it must be hauled empty one way because, unfortunately, there is little if any more traffic from the opposite direction than at other seasons of the year. If this equipment could be kept busy, and earning, the year round, operating costs would be greatly reduced.

Yet in face of this handicap and its consequent effect in raising the cost of operation, freight rates in Canada are lower than in any other country, while the earnings of Canadian roads per ton mile are lower, due to the much longer hauls and sparser population in Canada.

Canadian Pacific Railway average receipts per ton per mile for freight in the year 1952 were 929 of one cent.

Railways of the United States average receipts per ton per mile of freight for the year 1952 were 1,125 cents or

21.10% greater than the average of the Canadian Pacific.

Railways of Great Britain average receipts per ton per mile of freight for the year 1952 (the last year reported) were 5,351c, or 569.7% greater than the average of the Canadian Pacific.

Only good management and sound, economical financing of the Canadian Pacific, by which capital charges have been kept at a minimum, have made possible these low rates in face of low per-ton-per-mile earnings.

Canadian Pacific rates are the standard of all rates in Canada, so that the whole public is deriving the benefit of the Canadian Pacific management and financing.

The Canadian Pacific, for forty years, has led the way in the development and settlement of Canada and today, more than ever, it is a dominating force in the progress of the Dominion.

Grasped with the question of a wheat export tax, the problem of increased wheat production, and the desire of which the Government is now aware, the solution of this long-standing problem must be the solution of the wheat problem. The Government is now aware of the fact that the wheat problem is not a problem of wheat production, but a problem of wheat export.

The wheat export tax proposed would be a tax on the wheat export, and not on the wheat production. The Government is now aware of the fact that the wheat problem is not a problem of wheat production, but a problem of wheat export.

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Keeping Higher-Tenure Dies

E. W. DEATY, chairman and president of the Canadian Pacific Railway, has written a classic history of the railway, and it is a history that is a history of the railway. The history of the railway is a history of the railway, and it is a history that is a history of the railway.

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By owning a Ford car a woman can with ease widen her sphere of interests without extra time or effort.

Activities that of necessity take her from home may be carried on regardless of bad weather and roads. She can accomplish more daily, yet easily keep pace with her usual schedule of domestic obligations.

Its unique place in the motoring world

makes the Ford car desirable—either alone or to supplement other cars. Its performance is so reliable, it is so easy to handle and park, that the woman driver enjoys a confidence most reassuring.

There is appealing beauty in the quiet dignity of body lines. Interior appointments, appropriate for every occasion, are tastefully arranged for comfort and convenience.

Your nearest Ford dealer will gladly demonstrate any model on your convenience and without charge.

Ford
CLOSED CARS

CANADIAN PACIFIC

It Spans the World

REVIEW VIEWS

The crown of the world's magazine literature. A series of Biographical, Scientific, Literary, and Dramatic articles which will keep you posted on all that is new, all that is important and worth while to thinking men and women of the world to-day.

Personality in Foreign Affairs

Contrasting Figures in Control of United States Government May Affect Plans for World Peace

J. L. GAYNIN

AMERICAN policy from now on will be controlled by two contrasting personalities—Franklin D. Roosevelt and Herbert Hoover, chairman of the Senate Committee on Foreign Relations. That is the opinion of J. L. Gaynin, chief of the American Republics section in the State Department. Gaynin, himself a former Ambassador to the Soviet Union, is quoted in the *Review Views* as saying that the personality of the President and the Secretary of State will be the chief factors in determining the course of American foreign policy. He points out that the United States is now in a position to make a great contribution to the world peace, but that this will depend on the personality of the President and the Secretary of State.

Gaynin comments upon the fact that the two men who control the foreign policy of the United States are of contrasting personalities. He points out that Roosevelt is a man of action, while Hoover is a man of thought. He says that Roosevelt is a man who is not afraid to take risks, while Hoover is a man who is not afraid to take risks. He says that Roosevelt is a man who is not afraid to take risks, while Hoover is a man who is not afraid to take risks.

Controlled by Our Ancestors

Individual Behavior Controlled by Character of Ancestry and Cultural Environment, Rather Than by Racial Affiliation.

FRANK DOLZ

WHEREFORE, although we have been told that the character of the individual is determined by the character of his ancestors, it is not so simple as it seems. The character of the individual is determined by the character of his ancestors, but it is not so simple as it seems. The character of the individual is determined by the character of his ancestors, but it is not so simple as it seems.

The theory that the character of the individual is determined by the character of his ancestors is a theory that has been around for a long time. It is a theory that has been around for a long time. It is a theory that has been around for a long time. It is a theory that has been around for a long time.

He also points out that the character of the individual is determined by the character of his ancestors, but it is not so simple as it seems. The character of the individual is determined by the character of his ancestors, but it is not so simple as it seems. The character of the individual is determined by the character of his ancestors, but it is not so simple as it seems.



"Mother says she wants FELS-NAPTHA"



And Naptha? To me!

Any woman who really knows Fels-Naptha will tell you she uses it regularly—why not have one take the place of Nip-Naptha. She knows it's a real help. She knows it's a real help. She knows it's a real help.

Many mothers say they wouldn't be without Fels-Naptha just for those little daily washings of children's clothes—that it cleans them so much and so gently.

There's a reason for this same helpfulness of Fels-Naptha. There's a reason why it has no odor washing clothes that you cannot get on any other soap. Fels-Naptha is more than just "scent." It is a special soap and suds—more potent cleanser on any problem hair. Naptha cleanses the skin. Soap-washers find it so. Simple as A-B-C.

Give Fels-Naptha a try in your home. Use it twice to some helpfulness. Use it for everything—from shirts and slacks to your face. Order a box or two from your nearest dealer.

TEST Fels-Naptha now, getting rid of it soon after.

FELS-NAPHTHA

THE GOLDEN BAR WITH THE CLEAN NAPHTHA ODD.

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Mohamedanism Losing Identity?

Kuwaiti Problem Questioned Britain in Egypt — Recent Against Western Agency Has Been Recently Introduced

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SPRING the year 1957 and the victory of the revolution in the Gulf, the British government has presented a policy of non-interference in the Middle East. The British government has been asked to support the Kuwaiti government in its efforts to maintain its independence and to support the Kuwaiti government in its efforts to maintain its independence and to support the Kuwaiti government in its efforts to maintain its independence.

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A Mechanical Super-Secretary

New Device That Will Take Dictation, Answer the Phone and Do Almost Anything Except Draw Pay

TELEPHONE SERVICE

A MACHINE that will take dictation and answer the phone, and do almost anything except draw pay, is the latest in the line of mechanical devices that are being developed by the British government.

The machine is a mechanical typewriter that can take dictation and answer the phone, and do almost anything except draw pay.

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"GUTTA PERCHA"

LOW PRESSURE
BALLOON TIRES

Smooth rough roads
and protect the car

—from the first day on

Keep asking for you money more asking for the car—comfort, safety and saving.

"Gutta Percha" Balloon Tires are doubly designed to reduce road-friction to a minimum and the remarkably tough rubber in their construction ensures long wear. They smooth out rough roads, and upon occasion or slight protrusions they carry the car with facility, ease and silence.

They absorb the shocks of weight and speed. The scientifically treated tread causes an ease of steering, just a grip at the road that is unknown in other types of this type.

"Gutta Percha" Balloon Tires are the product of over 40 years experience and development in the rubber industry in Canada. They include every refinement and advancement not found in other tires. Ask your dealer. He will show you why these Canadian built tires excel.

No matter where you live, they will smooth out rough roads for you, protect your car, save you money and make you proud of the Canadian masterpiece—from the first day on.

Gutta Percha & Rubber, Limited
Head Office and Factory, TORONTO

If your local dealer cannot supply you, write to us for a list of dealers in your area. We will send you a money saving slip through the mail.

Here is a list of the dealers in your area who can supply you with "Gutta Percha" Balloon Tires.

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Heintzman & Co. Miniature Upright

ORGAN MODEL

The miniature organ is a perfect example of the art of miniature making.

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Sovereign Stages a Come-Back

But Consensus of Paper Money May Prove Factor Against the Free Circulation of Gold Coins

LONDON TIMES

REPRESENTATIONS of the gold sovereign will not set back the introduction of the new paper money, a committee of the Bank of England has decided. The committee has decided that the gold sovereign will not set back the introduction of the new paper money.

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Beauty that Protects

In Britain Creams you have a beauty of design, and beauty that protects.

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HEIRLOOM CHESTS

The have a variety of designs and your choice of other solid wood or metal.

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CFM Guaranteed to deliver any machine in the world of making. It has never broken down and it has never broken down.

Sold by leading dealers everywhere. Send for a copy of "A Review of the CFM" description of product details.

CFM FINEST MACHINES LTD., WOODSTOCK, ONTARIO.

SAVE 50% TO 60% on all machines.

FREE TRIAL BALLOON TIRES. Write for a list of dealers.

STAMMERING. Write for a list of dealers.



Does your pen Qualify? Yes, it's a Waterman's



Gold Type

Any fountain pen's usefulness depends upon three things—the ink, the ink supply and the flow.

The ink must conform—the ink supply must be generous—the flow must be steady and continuous.

There is a Waterman's ink to suit every possible style of handwriting. The ink supply in every Waterman's is greater than that of any other pen of similar size. The "extra" ink—exclusive to Waterman's—is the one method by which a steady flow of ink is assured.

It is because of these features—because of its ability to write properly at all times—that there are more Waterman's in use than all other makes of fountain pens combined.

Selective and Service at the best shops

Waterman's

The Elitists in Pens

Waterman's
Fountain Pens

Soap and Water may be hurting your skin

Many men who wash their faces with soap and water find their skin becoming dry, cracked and irritated. This is because the soap removes the natural oils from the skin. The result is a condition known as "dry skin".



Frostilla
Fragrant lotion

the old art of barbers and a result of such talk. A better thing and a cleaner solution are all we need to get up on the "high" in the local market.

"This really worked, and resulted in a new, more popular, more beautiful, and more profitable business," said Mr. McLellan. "What do you think about it?"

"I am not interested in barbers," I said, frankly. "If you can, take a walk with me. I'll show you the old-fashioned barbershop and the new one, and you'll see the difference. What do you think?"

I got a truly "momentary" reply, almost willing about the matter. "Take it or leave it."

From 10:30 I started. "We'll go down here to the city center. Remember, don't make the mistake of going to the city center."

W.C. did not have time to go through the city center, but we went to the city center, and the city center was a very different place. The city center was a very different place. The city center was a very different place.

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later's smiling would show that he was not so much of a fool as he seemed to be. "What if you go down here to the city center?"

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"What if you go down here to the city center?"

"What if you go down here to the city center?"



"With the Tongues of Men"

HUMAN voices pulsating with life, vibrant with emotion, speak from Music Master, rich and clear, as in the church, miles or hundreds of miles away.

In the comfort of your own home—near or far—you hear the sermon, the organ, the singing, the entire church service, as though you were seated among the congregation.

The reproducing element of Music Master responds to the finest radio impulses; the heavy cast aluminum tone chamber eliminates blast and distortion; the amplifying bell of natural wood—like the violin and the cello—reproduces in tones that are full, resonant and life-like.

Your dealer will be glad to send Music Master to your home to be tried and proved with your own ear.

Model VI	\$15
Model VII	\$40
Model VIII	\$60

Music Master Corporation
1000 North 10th Street, Grand Rapids, Michigan
Hill and Cherry Streets
Pittsburgh
Canadian Factory: Kingston, Ont.
Price in Canada



Music Master

RADIO REPRODUCER

ROSEMOND DEWOLFE ARCHIBALD'S
"The King of English Droll" (Publishers
Burns & Co., San John, N.B.) in Khaki for
order at 75c. The Royal Blue Edition, limited
and autographed, is a reproduction of the copy
accepted by Queen Mary, £1.25; wholesale rates;
order from the author, Wollville, Nova Scotia.

The dainty woman is zahamed of Cornes

They show a belt of pearl and gold lacework. It is in her respect for the dainty parts of the body which makes the problem.

Any woman will look after her face. A lady will take care to make sure of her hair. A lady will take care to make sure of her hair. A lady will take care to make sure of her hair.

In the middle of the century, the dainty woman is zahamed of Cornes. The dainty woman is zahamed of Cornes. The dainty woman is zahamed of Cornes.

Blue-jay

THE QUICK AND CERTAIN WAY TO END A COUGH



Convenient with Hotel Cecil

HOTEL CECIL

London, England

the faultless service they expect from the best Canadian Hotels. An added charm comes of its being acknowledged

London's Social Centre

For the week of the Atlantic, Dublin, London, or LONDON OF THE YEAR Club & Bar

she had studied the system, she was not ready to use it.

She had a very good system. She had a very good system. She had a very good system.

It was the third week of the month. The dainty woman is zahamed of Cornes. The dainty woman is zahamed of Cornes. The dainty woman is zahamed of Cornes.

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After Shaving Mennen TALCUM FOR MEN

I show the famous... possible because Maclean's... thing in the shaving world... biggest in its class... in power to address... world-wide... by far the greatest in the... of modern-day boys... the greatest in the... the Maclean's... a Maclean's story... I M E N N E S

Jim Maclean

The Mennen Co., Ltd. Montreal

Sole Agents: Fred. J. Walker & Co., Toronto.

over the plain. "Do you understand?"

He said, "I don't know what you mean. I don't know what you mean. I don't know what you mean."

He said, "I don't know what you mean. I don't know what you mean. I don't know what you mean."

He said, "I don't know what you mean. I don't know what you mean. I don't know what you mean."

He said, "I don't know what you mean. I don't know what you mean. I don't know what you mean."

He said, "I don't know what you mean. I don't know what you mean. I don't know what you mean."

"Why should I? If I have you in my house, I shall have you in my house. I shall have you in my house. I shall have you in my house."

He said, "I don't know what you mean. I don't know what you mean. I don't know what you mean."

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He said, "I don't know what you mean. I don't know what you mean. I don't know what you mean."



Kodak Keeps the Story

Indoors, there's a long list of pictures to make for the Kodak history of the home. And the Kodak album soon becomes the most precious book in the house.

Get your dealer or write to us for a copy of "At Home with the Kodak"

Canadian Kodak Co., Limited, Toronto

"The Life and Letters of Walter H. Page"

Pearl's letters to the late President Wilson, to Calvin Coolidge, to the Secretary of State, to the Ambassador to England, to throw his whole mind into the service of his country. The life and letters of Walter H. Page.

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